

Data Visualization (Final Assignment) - 35% of grade	Needs Improvement	Adequate	Strong	
Legibility / 15	Source data is obscure, hard to pick out in submitted visualization. Student has focused on style over content or chosen inappropriate method of visualization.	Base data rendered adequately, with some minor oversights and room for improvement.	Underlying data is crystal clear and employed graphic technique is illuminating.	0
Visual Language / 15	Submission feels scattershot, with elements that are rendered with very distinct styles making for an extreme lack of cohesion.	Relatively consistent graphic language deployed. Some aspects of project may be inconsistent with rest of design.	Precise, consistent and crystal clear graphic language used throughout visualization. Virtually no oversights and design/layout is completely cohesive.	0
Ambition /5	This submitted assignment was either not taken seriously enough, or not enough time was invested in it.	Assignment requirements met.	Have gone above and beyond the assignment parameters.	0
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